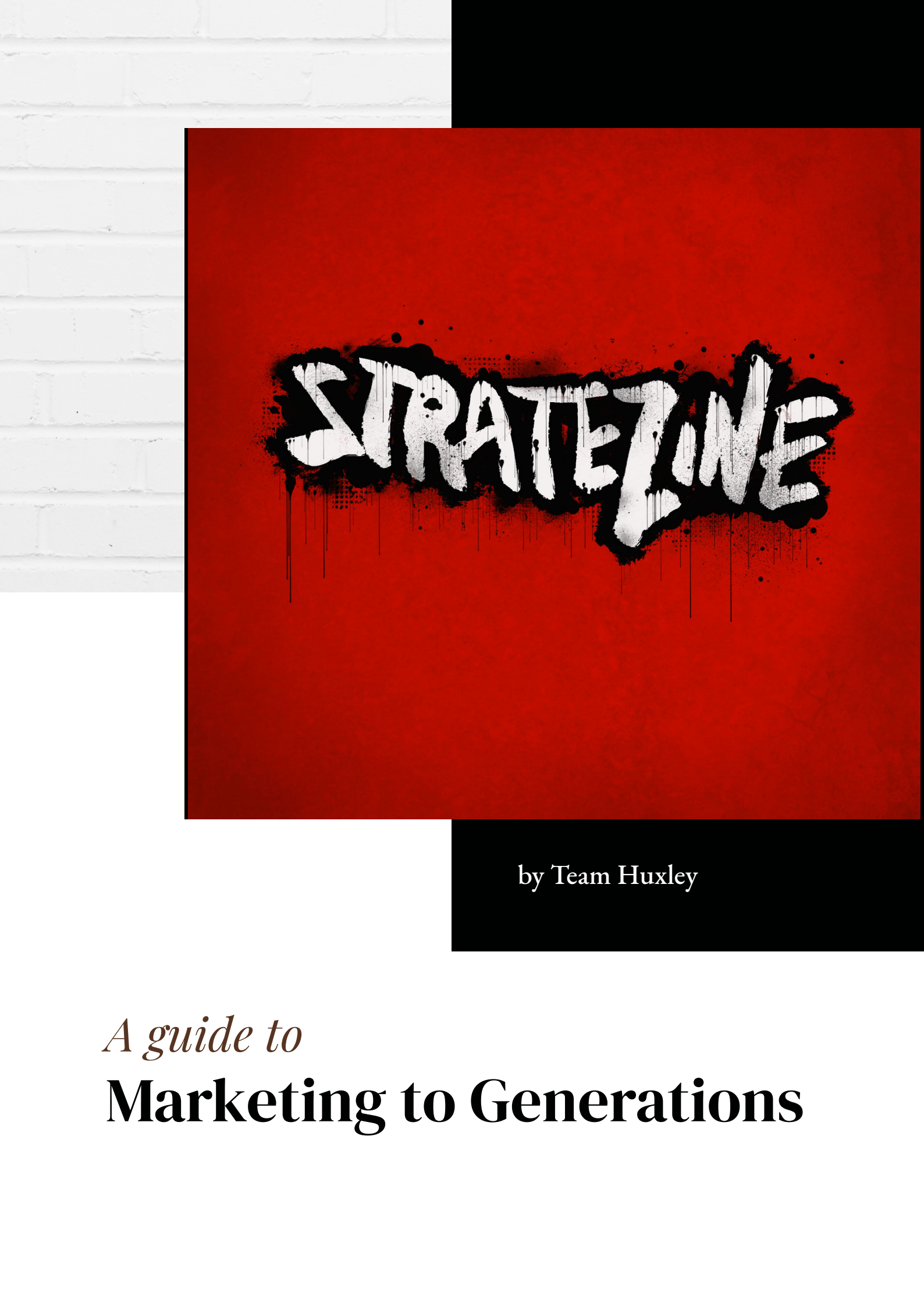




STRATEZINE

by Team Huxley

A guide to
Marketing to Generations

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From Gen X all the way to Post War, marketing correctly to each generation is an essential skill every marketer, company, and brand needs to know. Every generation has its own culture, tastes, and terminology. The demographics of each generation are laid out in each section of this ebook, which analyzes primary and secondary data on their social media usage. We hope that by reading each section, you will gain insight into how to successfully market to each generation.

Taking time to understand each generation's social media habits is worth every second of your time. In doing so, you will spend less money marketing to people who won't receive your content. Don't forget these 3 essential tips to ensure success as you take on social media marketing.

1. Every generation is different - Don't ever tell Gen Z that "you love that for them" or that they need a "vibe check."
2. Use the right platform - Go where your customers are. There's no sense in spending time and money marketing to an audience that doesn't use TikTok.
3. Keep your audience in mind when choosing an influencer to collaborate with - Be prepared to pitch your ideas and have a formal meeting with them.

Our goal is to provide valuable research into each generation to help you become the successful social media marketer that you want to be. Don't forget to take notes!



Strat-e-(g)-book

by Stratezine 2022



Introduction

So you wanna market to generations that you just. don't. get.



Every generation has its quirks. Gen Z “hits different,” while Baby Boomers are “groovy.” These generational differences go deeper than just slang words. They show in our daily habits and actions. While comparing social media use, the generations are a defining factor. Age influences how we spend our time, our buying habits, our entertainment habits, and how we connect with the people around us. Do we know the generations truly and how to best market to them? For our sample size we spoke to around 25 people total, mainly in the Rexburg, Idaho area ranging in age. Each of them were part of one of five generations:

Gen Z, Millennials, Gen X, Boomers, and Post War. They were asked what social media platform they use the most. We also spoke with 7 social media influencers to get their take on social media’s evolution and their unique perspectives of finding social media success. From Tik Tok to Facebook, social media platforms are different and ever-changing. These different platforms target different audiences. Here is a deep dive into the generations, common assumptions, how to reach them, and how the common assumptions stack up against our research.

01

Section One

Gen Z – That's Cap

From social unrest to trendy fashion pieces, Generation Z is in the middle of nearly every topic and genre online. This group consists of individuals born between 1997 and 2012 and can be found anywhere from elementary to grad school. They are influenced by the digital revolution, the Great Recession, gun violence, gender equality, and the COVID-19 pandemic. As they are the world's future leaders, the question stands: how do I reach Gen Z online?

A deep-dive into online sources would paint Gen Z as the “first true generation of digital natives.”¹ This unique group has seen the evolution of technology from VHS and cassette tapes, but has mainly been raised on smartphones, laptops, and tablets. The majority of Gen Z grew up with a social media presence for more than half of their lives, and *Sprout Social* goes far enough to report that 66% of Gen Z consider social media essential to their lives.²

Where does Gen Z spend their time online? Some Gen Z scroll through social media, others shop through influencer paid promotions, and search for entertaining content from brands on a daily basis.³ Although the ranking of different platforms shift constantly, online resources report the main



social media platforms Gen Z uses are Snapchat and TikTok, with Instagram close behind.⁴

As far as their interactions online, Gen Z expects brands to be on social media and to create lifestyle and entertainment content. When speaking of Gen Z's online activity, *Eclinch*, a social media management platform reports that, “brands are the creators of entertaining content that is not directly related to the products they offer.”⁵ The average social media user may be able to recognize how many company advertisements have shifted from hard-selling to fitting seamlessly into the feed. Gen Z could have contributed significantly to this change.

1 Petrock, Victoria. “US Generation Z Technology and Media Use.” Insider Intelligence, Insider Intelligence, 15 Nov. 2021, <https://www.emarketer.com/content/us-generation-z-technology-and-media-use>.

2 “How Different Generations Use Social Media-and What This Means for Your Business.” Sprout Social, Sprout Social, 22 July 2021, <https://sproutsocial.com/insights/guides/social-media-use-by-generation/>.

3 “Gen Z and Social Media: 3 Ways Their Use Is Different.” Eclinch, Eclinch, 6 May 2022, <https://eclinch.com/gen-z-and-social-media-use/>.

4 Intelligence, Insider. “US Gen Z Social Media User Stats (2020-2025).” Insider Intelligence, 4 Apr. 2022, <https://www.insiderintelligence.com/charts/us-gen-z-social-media-users/>.

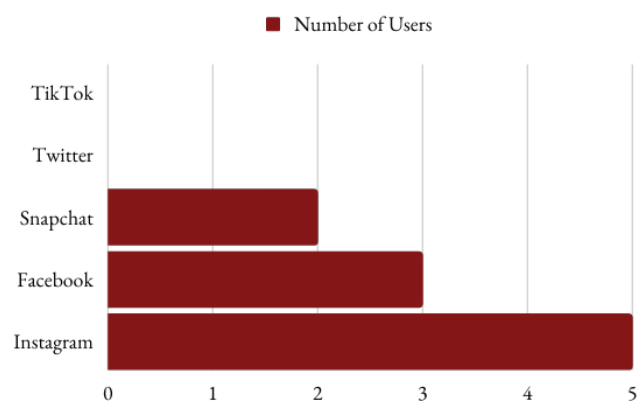
5 Gen Z and Social Media: 3 Ways Their Use Is Different.” Eclinch, Eclinch, 6 May 2022, <https://eclinch.com/gen-z-and-social-media-use/>.



In the following sections you will learn more about the digital habits of older generations, and how every other generation uses social media to connect with other people. Gen Z does not follow this pattern. *Sprout Social* reports Gen Z breaking the mold when it comes to their motives for spending time online. Their biggest reason for using social media is to ‘kill time,’ the first generation to value entertainment over connection with family and friends.⁶ How does online research chalk up to the primary research

we conducted? After interviewing 10 random members of Gen Z, here’s what we found:

Gen Z's Preferred Social Platform



⁶ “How Different Generations Use Social Media-and What This Means for Your Business.” Sprout Social, Sprout Social, 22 July 2021, <https://sproutsocial.com/insights/guides/social-media-use-by-generation/>.

In contrast with many online sources, the majority of our sample group listed Instagram and Facebook to be their #1 social media platform. Furthermore, TikTok was not top-of-mind for any of the respondents. Of those we interviewed, the majority reported that they use social media to connect with family and friends.

Why such a difference between our primary and secondary research? In our secondary research, we surfed the web to find several sources with much larger sample groups across the nation. Our own surveys consisted of members of a small college town in South East Idaho. Just as slang words differ from the East and West coasts, so do online habits. Another assumption as to why results differed is that the town our samples were taken from is also known for valuing family connections.

Discrepancies between the two sets of research does not mean we should rule either out. This tells us that every group or generation of people is diverse in their own ways. Gen Z is more diverse than we previously believed, and one marketing tactic does not apply to all.

Some correlation between all of the research tells us what Gen Z wants from brands online:⁴

- Aesthetic Designs
- Entertainment
- Personalization
- Lifestyle Content

So, what does this mean for brands and social media managers? We may have caught a group of outliers with our primary research, but do not rule out Gen Z's presence on Instagram and Facebook and their desire to connect with others online.

As *Mention.com* states, “sell a lifestyle.”⁴ Create content that is mega-personalized to each target audience, if not, each individual user. Show followers how your product or service is used and how it fits into daily life. Catering to Gen Z's online preferences may carry more weight as they continue to grow and shop online. As they age and their earning potential increases, spending habits are expected to increase.

Curious to know how Gen Z is talking about your brand? The following page contains a list of 10 common phrases used by the tech-savvy generation, translated just for you. Also included at the end of this chapter are examples of how brands have used these phrases when marketing to Gen Z. It was difficult to find companies who dared to use these terms because of the difficulty to fit in with brand tone and voice. Keep in mind your brand's persona to know if these terms will help or harm if used.

Top 10 Gen Z Phrases Translated

1. **Cheugy** (Chew-ghee) - Used to refer to styles that are no longer fashionable, specifically regarding the early 2010s millennial era. “Those Ugg boots are lookin’ pretty **cheugy**.”
2. **Fit Check** - To show off your outfit or explain where your outfit is from. “Before I head out, I’ll do a **fit check**. I got this shirt from Ambercrombie, these pants from Zara, and my shoes from Target.”
3. **Hits Different** - Used to compare things and describe the better side. “I love McDonald’s, but the Wendy’s chicken sandwich just **hits different**.”
4. **Vibe Check** - To take a step back and assess a situation; also used to attack someone’s attitude in a physical way. “Do you see how mean he is? He needs a **vibe check**.”
5. **Drip** - Used to compliment someone’s outfit as a noun or verb. “Bro, those Nike Dunks are **drippin’!**”
6. **Ok Boomer** - Used to mock people who are ignorant to newer concepts and ideas. Usually directed to the older generations. Person 1: “Social media will rot your brain.” Person 2: “**Okay Boomer.**”
7. **Stan** (Stan) - An eager or obsessive fan. Used as a noun or verb. “Ever since the new Harry Styles album came out, I can’t help but to **stan**.”
8. **Sus** (Sus) - A shortened version of ‘suspicious’ or ‘suspect,’ popularized by the game *Among Us*. Similar to ‘shady.’ “Bro, do you see the way he’s staring at you? That’s kinda **sus**.”
9. **Cap** (Kap) - Another word for ‘lie’ or ‘fib,’ but in an unnecessary way. Used as a verb or noun. “You’re tellin’ me that you got 100% on that test? That’s **cap**.”
10. **Love That For You** - Gen Z’s less Southern version of ‘Bless your heart.’ Used in a bitter and sarcastic way. “Oh, you got engaged just after two months? **Love that for you.**”

GEN Z IN THE WILD

Companies Who Use Gen Z Terms Well

Uses it Well: Lonelyghost
Instagram

FIT CHECK

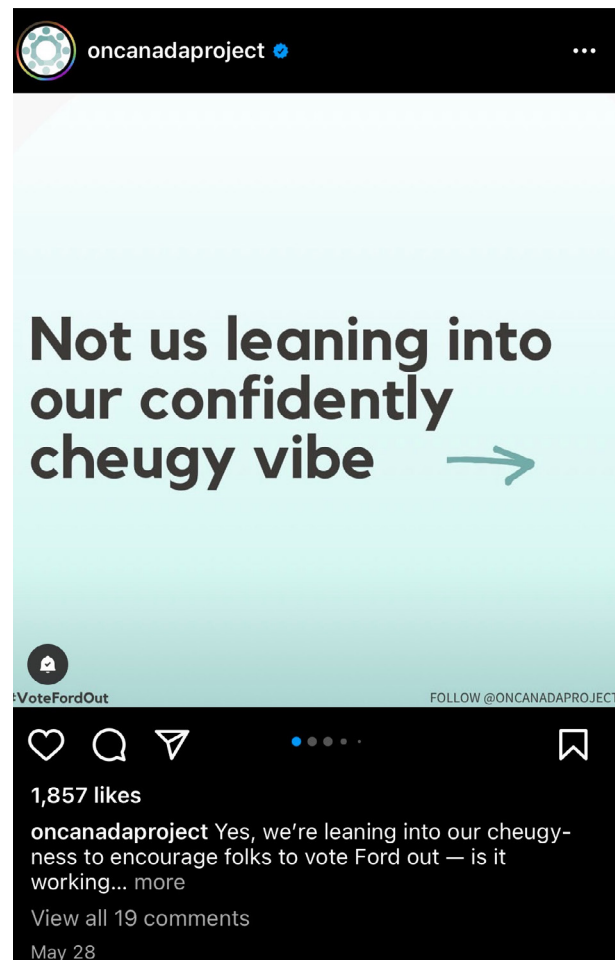
This brand uses captions heavy with Gen Z slang. Usually these captions are play on words or a short, concise phrase.



Uses it Well: OnCanadaProject
Instagram

CHEUGY

This political Canadian brand uses 'cheugy' to appeal to Gen Z voters in a humorous way.



02

Section Two

The Tea About Millennials

Who are Millennials? The generation that is slowly taking over the workforce and out-numbering Baby Boomers, Millennials were born between 1996 and 1981 and came of age during the early 2000's. This generation is widely talked about on social media and in pop culture. According to *"Generational Marketing: How to Target Millennials, Gen X, & Boomers,"* the author Mary Lister says, "Millennials are an economic force! With \$200B in annual buying power, smart marketers are turning to new channels to hook this generation." Compared to other generations, millennials are more likely to engage in their favorite interests, like social media. According to Lexington Law, millennials are far more likely to respond to advertisements and marketing that is "relevant."

From our research on the internet, we can tell that Millennials prefer internet convenience for physical needs, such as ordering food, buying commodities, visiting beautiful places, etc. Mary Lister also says, "This generation decides where to eat based on Instagram pictures, chooses hair stylists from Facebook, and has their groceries delivered to their door." Millennials depend on social media and use different platforms to benefit their lives in a physical way. We can see millennials focus on physical value on social media, and prefer to use the convenience of the social media to save time to make their lives more effective.

To learn more about this age group, we interviewed five millennials and found that four of them

consider Facebook and Instagram are their most important social media platforms. The main reasons why people use these two platforms are to keep connections, learn, and work. They follow their favorite brands on Instagram and communicate with others. For example, they talk with their friends before they buy something, or check the brand reviews. Another popular platform that millennials use is TikTok. Four out of five of the interviewers consider TikTok a significant way for them to explore the world and have fun.

From the article *"How Different Generations Use Social Media - Boomers, Gen X, Millennials, Gen Z"* we can tell even YouTube is also popular with this generation. Younger generations prefer shorter video form - TikTok, IG TV, Instagram story, and Instagram live. Younger people like platforms that are dynamic (IG story only lasts for 24h) and are based on the visual content.



According to an article by “*Sprout Social*,” 30% of Millennials use TikTok and 35% of TikTok users are Millennials. They are an important part of TikTok’s audiences, as well as a big market on TikTok. If you can catch their attention, build up connections and loyalty. Millennials are a great target to bring positive affection to the brands.

The Millennials that we interviewed were aged 25-27 years old. The reason why they use TikTok could be because their age is close to Gen Z. So their social media habits may be similar.

When we compared our primary research with our secondary research, we found that most people use Facebook and Instagram. The main reason why they use these platforms was to have

fun, build connections, learn educational content, and connect with friends.

In conclusion, If you are marketing to Millennials, you should:

1. Build up a strong brand impression to increase their loyalty
2. Try to work on TikTok, especially the people between the ages of 24 - 27, their earning potential will increase.
3. Because millennials love to communicate with other before they take action, try to create affection with similar people and their friends, they will help you to increase your credit in similar groups.



“Millennials are likely the most studied and talked about generation to date. They are the first generation in history that have grown up totally immersed in a world of digital technology, which has shaped their identities and created lasting political, social, and cultural attitudes.”

10 Phrases That Define a Generation: Millennials

1. **Adulthood** - A verb used to describe doing something mature or responsible. "You should be proud of me, I scheduled a doctor's appointment. I'm **adulthood**."
2. **Canceled** - An adjective used to describe someone who has been cut off from popular society. "Don't watch any more of his YouTube videos, he's **canceled**."
3. **High-key** - High-key is used to describe when someone wants something to be in the spotlight or out in the open. "I **high-key** love that new tv show."
4. **Blessed** - Used to describe something that is positive or lucky that happens, sometimes in a sarcastic way. "A Wendy's burger deal for \$5? **Blessed**."
5. **It me** - A way to say 'me too' or 'that relates to me so well.' *Sees a meme of a cat crying* "**It me**."
6. **GOAT** - Abbreviation of the phrase 'greatest of all time.' Used as a nickname for someone who does something amazing. "After that last season of the NFL, we can really see Tom Brady being the **GOAT**."
7. **The letter V** - Replaces the word 'very' and used the exact same way. "I'm so pumped for the new season of Stranger Things to come out I'm **v** excited."
8. **On fleek** - Used to say 'on point.' "You see how good her eyebrows looked? Her eyebrows were **on fleek**."
9. **Literally** - used as a hyperbole of the real meaning of the word. Can be used in a sarcastic way or just as an extremely over-exaggerated way. "OMG I'm **literally** dead. Our grades for the last calculus quiz just came in."
10. **Snatched** - A compliment meaning 'hot' or 'perfect.' Used to describe someone's physical look, usually hair, makeup, body, or outfit. "Her outfit today made her body look absolutely **snatched**."

03

Section Three

The Righteous Truth About Gen X

Gen X consists of people born between 1965 to 1980. Gen X grew up independent, hardworking, and responsible. People born during this time were raised during a transition of technology. Robert Smith says, “Though computers were invented before the Gen X generation, the technology was mainly used by large companies or governments. During their youth, Gen Xers witnessed the first use of personal home computers.”¹ Let’s take a look into Gen X and analyze the most popular social media platforms they use today.

According to Danielle Lewis, “Generation Xers tend to research businesses on the internet even after seeing a TV commercial or newspaper ad.”

² To reach Gen X, it is important that you have blog posts for your brand or something for them to research. They are going to have questions, so make sure your brand is well developed.

Sprout Social says, “When it comes to platform preferences, Youtube and Facebook reign supreme, suggesting that this group is more likely to stick to the social channels they know.”³ Gen X is often found searching for video tutorials and looking for educational value on these platforms.

¹ Sunny Jane Morton April 7, et al. “Generation X: History and Characteristics • Familysearch.” FamilySearch, 18 Nov. 2021, <https://www.familysearch.org/en/blog/generation-x-characteristics-history>.

² “Gen X Marketing + Selling Strategies (2022).” The BigCommerce Blog, 8 Mar. 2022, <https://www.bigcommerce.com/blog/gen-x-marketing/#what-to-know-about-gen-x>.

³ “How Different Generations Use Social Media-and What This Means for Your Business.” Sprout Social, 22 July 2021, <https://sproutsocial.com/insights/guides/social-media-use-by-generation/#how-gen-x-uses-social-media>.

We interviewed 7 people to collect more data on which platforms Gen X uses the most. Facebook came out in 2004 when people of Gen X were 24 to 39 years old. Glenn, age 57 said he uses Facebook marketplace to buy and sell stuff in his community. He uses Facebook to connect with long distance relatives and friends from high school. This platform gives people the opportunity to look at posts, interact with posts, and message their Facebook friends.

When we asked people which platforms they used the most, another answer was TikTok. Renee, age 54 said Tiktok is, “Entertaining, fun, attention grabbing, and there are recipe tutorials.”



Another male, age 53 said he used Youtube to learn how to fix things. Derik, age 57 said he uses Snapchat as a way to talk to his kids and communicate with friends.

How do social media managers market to Gen X? There may be outliers in our primary research, but the top platforms to use to target Gen X are Facebook, Youtube, and Tiktok. Danielle Wiley says, “The best way to win over Gen X is with honest, genuine messaging that reflects their lived experiences.”⁴ If social media managers are looking to market to Gen X, they should post content relates to the lives of Gen X.



4 Wiley, Danielle. “Council Post: Here’s How Brands Can Authentically Connect with Gen X.” Forbes, Forbes Magazine, 14 Apr. 2022, <https://www.forbes.com/sites/forbesagencycouncil/2022/03/31/heres-how-brands-can-authentically-connect-with-gen-x/?sh=4c76745d1ce4>.

Top 10 Phrases Used By The Younger Generation of Gen X

1. **Take a chill pill** - A phrase used to tell someone they need to calm down or stop overacting. Instead of telling someone to chill out, one might say "You need to **take a chill pill**."
2. **Dude** - Used for both males and females, "**dude**" is a way to greet or interact with someone. The term can be used to grab someone's attention, or used in a response. "**Dude**, what's up? **Dude** that's totally awesome."
3. **Yeah right** - Used sarcastically when a person doesn't believe something someone says or does. "You said you're going to arrive tonight? **Yeah right!**"
4. **Oh man** - A way to express shock, surprise, or disappointment. One could say "**Oh man**, I don't want to take the test." or "**Oh man** I'm surprised I passed the class."
5. **Totally** - A way to tell someone that you agree with what they are saying or that you are certain about something. "Yes, that **totally** makes sense."
6. **That's tight** - This phrase means something is cool. If someone says "Look at my new guitar," a response may be, "Bro, **that's tight**."
7. **You rock** - When someone thinks you are great or excellent, generally given as a compliment. If someone were to say "I picked you up a sandwich" you might say, "Thanks, **you rock**."
8. **Take a walk** - Generally used when someone is having a bad attitude about something. If your friend is being really negative a good response would be "Just **take a walk**."
9. **What's happening** - Used to greet someone or say what's up to them. If you're meeting up with your friend one might say "**What's happening**."
10. **You aced that** - Used to tell someone they did well on something as a replacement of you did great. "Wow, **you aced that** test."

04

Section Four

Ok Boomer

Cue in the Baby Boomers.

The younger generations seem to hate them, other generations don't mind them, and one phrase comes to mind for most generations when they think of people born between 1946 and 1964¹: "Okay, Boomer...". So, what's up with the Baby Boomers and what does "Flip a Wig" even mean?!

Our Stratezine team went out to find firsthand information on Baby Boomers. In our research, we interviewed a pool of people born in this generation to get their perspectives on social media. Among them was Meryl, 58, who commented that her generation is most commonly known for using Facebook as one of their main sources of social media.

Boomers are most notable for sticking to the classics. With that said, the first social media platform to reach a big audience was Facebook, making it one of the first sources to keep in contact with friends and family. It should come as no surprise that Baby Boomers are one the biggest users on Facebook. It's easy to assume that Boomers are reluctant to shift to newer social media platforms because they don't waiver with what had already worked for them.

Facebook isn't the only platform that Boomers enjoy using, in fact Facebook isn't the #1 app that

they use. 70% of Boomers use Youtube.² One thing we recommend when marketing to this generation is using ads on Facebook and Youtube. Although Boomer users might not understand it at first they'll be able to catch on!

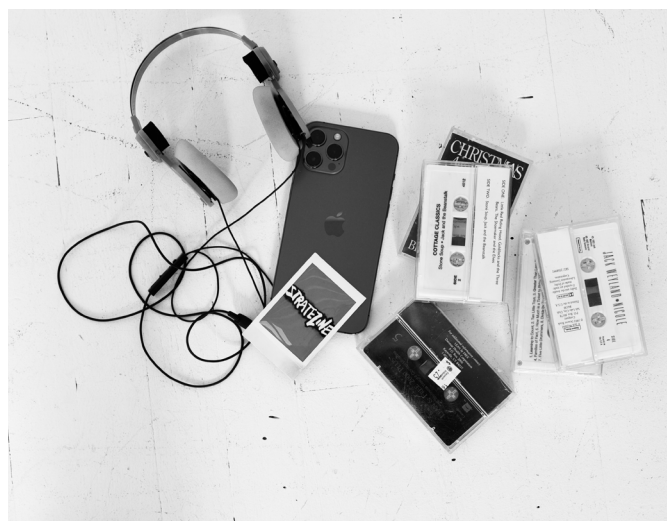
If you were to ask a Boomer what they thought of the younger generations' relationship with social media, they most likely would say children and teens need to be monitored on social media.

They would also argue that when they were growing up they didn't have social media. They had to entertain themselves. For the most part, Boomers have a strong grasp on how to use social media (contrary to popular belief) and would share that it is fairly easy to use if they put time into trying out new platforms.

Boomers tend to associate social media and

² Published by Statista Research Department, and Jan 28. "U.S. Baby Boomers: Social Media Usage 2018." Statista, 28 Jan. 2022, <https://www.statista.com/statistics/436417/us-baby-boomer-selected-social-networks/>.

¹ Team, The Investopedia. "Baby Boomer." Investopedia, Investopedia, 7 June 2022, https://www.investopedia.com/terms/b/baby_boomer.asp.



politics as one. The people in this generation that would rather not get involved with politics also don't get involved in social media. They solely use social media as a way to communicate with family and friends. What this means for Social Media Marketers is that it is rather hard to target them with ads or using social media marketing tactics coming out now.

Below is a helpful list of phrases³ that social media managers could use in campaigns or advertisements to spark the interest of a Baby Boomer.⁴

3 "Boomer Slang: 17 Phrases That Kids These Days Just Don't Understand." Buffalo News, 25 Dec. 2021, https://buffalonews.com/lifestyles/boomer-slang-17-phrases-that-kids-these-days-just-dont-understand/article_59ed6884-cf09-5170-a48b-4eff3ee022e8.html.

4 "Boomer Slang: 17 Phrases That Kids These Days Just Don't Understand." Buffalo News, 25 Dec. 2021, https://buffalonews.com/lifestyles/boomer-slang-17-phrases-that-kids-these-days-just-dont-understand/article_59ed6884-cf09-5170-a48b-4eff3ee022e8.html.



The 10 Best Phrases to Include in Ads Marketing to the Boomer Generation.

1. **Threads** - This is another word for clothes. For example, you can use it to say: “Nice **threads** man!”
2. **A gas** - To describe someone that’s fun, you could say: “Dude, You’re **gas**!”
3. **Flip a wig** - It is describing a person who is angry, like: “He could **flip a wig**!”
4. **Lay a Patch** - This phrase is referring to tire marks left from a car skidding. “We’re gonna go **burn a patch** by the old theater!”
5. **Kicks** - A term to describe doing something for pleasure, you could say “Let’s just do it for the **kicks** of it!”
6. **Groovy** - To say that something is cool, “That’s so **groovy**!”
7. **Hacked off** - This describes someone who’s mad, for example you could say: “She was really **hacked off** after she got stood up!”
8. **Word from the Bird** - It’s meant to assure that someone is telling the truth, “And that’s **word from the bird**”.
9. **Square** - Describing something or someone as square means lame, below par, if used correctly sounds like this: “Your parents are so **square** for not letting you go with us to the movies.”
10. **What’s your bag?** - To ask someone “What’s wrong”, one could say “**What’s your bag** man? You’ve been acting weird since yesterday.”

05

Section Five

Back In My Day...

Hot diggity dog! Do you ever wonder what 80-year-olds do with their time, other than play with grandkids and play bingo? As marketers, we think of them as having an excess of time, but do they use technology to fill that time? Or is there a learning gap because they aren't very familiar with social media?

It's easy to see why the Post-War generation that grew up with rotary phones and saw the Hoover Dam be built uses social media less than other generations. The post-war generation, or the silent generation was born between 1925 to 1945. They are given this name, "because they were raised during a period of war and economic depression."¹ Think of your grandparents, great-grandparents, and their friends. There are "23 million members of the Silent Generation,"² which makes their generation still influential and not one to underestimate.

According to AARP's National Survey, "62 percent of those 70 and older use smartphones."³ Other generations are using smart devices more, but don't count out the post-war generation! According to *Khoros*, this generation's habits are similar to baby boomers. Their highest used

platforms are Youtube, Facebook, and Pinterest. These platforms are the most catered to easy-use and have been around for a while, giving this oldest generation enough time to learn to navigate and establish use habits.⁴

Our primary research echoes the same sentiment. Members of the Post-War generation that we spoke to spend their social media time on Facebook or YouTube. One woman who we spoke to said, "I use YouTube for art tutorials and learning since other platforms do not have easy video access. I do like Facebook because I can keep up with my family members and be able to communicate with them. I mainly use Pinterest for gathering photos only." From our research and what our sources have shown, this older generation is using social media to keep up with family, friends, and to be entertained.

Although the Post-War generation uses social media, this generation is in danger of being left behind. According to *BetterLyfe*, "Social media is fast becoming one crucial factor in this generation gap. It is evolving at an unprecedented rate.

Be it Facebook, Whatsapp, Twitter or Instagram, there is no dearth of social networking platforms and the majority of users are usually people in the

1 Searle, Beverly. "Millennials, Gen X, Gen Z, Baby Boomers: How Generation Labels Cloud Issues of Inequality." The Conversation, <https://facebook.com/ConversationUK>, 16 Jan. 2019, <https://theconversation.com/millennials-gen-x-gen-z-baby-boomers-how-generation-labels-cloud-issues-of-inequality-106892>.

2 "Reeling From the Losses of the Silent Generation | Next Avenue." Next Avenue, Next Avenue, 3 Aug. 2020, <https://www.nextavenue.org/losses-of-silent-generation/>.

3 Kakulla, Brittne Nelson. "2020 Tech Trends of the 50+." AARP, <https://www.aarp.org/research/topics/technology/info-2019/2020-technology-trends-older-americans.html>. Accessed 8 June 2022.

4 "The 2021 Social Media Users Demographics Guide | Khoros." Khoros | Digital Customer Engagement Platform, <https://khoros.com/resources/social-media-demographics-guide>. Accessed 8 June 2022.

age bracket of 12 to 45 year olds.”⁵ This is where teaching from the younger generations and targeted marketing is needed to help the post-war community enjoy social media and technology to its fullest extent.⁶



⁵ betterLYF. “Know How to Deal with Generation Gap and Social Media Anxiety - Betterlyf.” BetterLYF, <https://www.betterlyf.com/parenting/generation-gap-and-social-media.php>. Accessed 8 June 2022.

⁶ the Editors of Publications International, Ltd. “53 Slang Terms by Decade.” HowStuffWorks, HowStuffWorks, 20 Sept. 2007, <https://people.howstuffworks.com/53-slang-terms-by-decade.htm>.

Top 10 Post-War Phrases to Win Over the Classic Generation

1. **23 Skiddoo** - to get going; move along; leave; or scam; thought to have come from 23rd street in NYC and the word “skedaddle”. “We have a party at Susan’s house in a few minutes, so we better **23 skiddoo!**”
2. **The Cat’s pajamas** - the best; the height of excellence; fancy. “Would you look at that new boat! It really is the **cat’s pajamas.**”
3. **The Real McCoy** - sincere; genuine; the real thing. “No trust me, this guy is **the real McCoy!** He would be a perfect fit for your business.”
4. **Hotsy-totsy** - Perfect; great; approval. “Their baby had a meltdown earlier, but everything is **hotsy-totsy** now.”
5. **The Bee’s Knees** - Excellent; outstanding; similar to “the cat’s meow”. “I think that new dress is the bee’s knees, Beth.”
6. **I’ll be a monkey’s uncle** - Sign of disbelief; I don’t believe it!; surprise. “**I’ll be a monkey’s uncle.** We’re halfway through April and it’s snowing outside.”
7. **Blockbuster** - A huge success; great power; origin from WWII bombs. “Marvel promised a **blockbuster**, and they were spot on.”
8. **Keeping up with the Joneses** - Competing to have a lifestyle or socioeconomic status comparable to one’s neighbors; Originated in a comic strip of the same name that ran until 1940. “Did you see Bob also got a new boat? Some people really only care about **keeping up with the Joneses.**”
9. **Cool** - Excellent; clever; sophisticated; fashionable; or enjoyable. “Wow, what a **cool** teacher! I enjoyed that class a lot.”
10. **Hipster** - An innovative and trendy person; “a person who is unusually aware of and interested in new and unconventional patterns (as in jazz or fashion).” “I hope you like being with my friends. They are self-proclaimed **hipsters**, and have taught me about a lot of new things.”

06

Section Six

**We're All Living
In An Influencer
World**

Social media influencers have changed the game when it comes to digital marketing. To really understand what power lies behind influencer marketing, let's take a step back into time and look at how marketing started vs. where we are today.

1. The 1940's dominated in an interesting type of advertising, "The selection of ads, both innocent and sinister, that illustrate(d) just what interesting times they were."¹ Using war propaganda to boast their own brands, fine lines were crossed. Using campaign icons such as "We can do it," the 40's played on the emotions of current times and war.

1 Wilkes, Rob. "Advertising from 1940s America Encapsulates the Best and Worst of Times..." We Heart, We Heart, 14 Mar. 2015, <https://www.we-heart.com/2014/06/30/1940s-american-advertising-all-american-ads-of-the-1940s-by-taschen/>.



2. The 1950's and 60's brought strong competition. The need to gain and keep customers now required specialists in the area of direct marketing. "Advertisers (much like today) set their sights on attracting a younger demographic. Teenagers, who were forming their own unique culture, were seen as an extremely lucrative target market."² In the 50's and 60's, many ads portrayed women as housewives and mothers as a means to sell products and services to both genders. Marketing managers began to be involved with strategic planning.

3. The 70's and 80's saw the beginnings of telemarketing as we know it today. "Solution selling," which was popularized in the 80s, focused on identifying problems or areas for improvement in customers' lives and then explaining how a particular product could improve the situation. "Salespeople would ask a series of questions to customers to determine the scope of the problem and its effect, and then pitch a service or product that would rectify the issue."³

4. The 90's were a wild ride for people in marketing. The 90's started off with traditional marketing, but transformed alongside the digital revolution. Brands would advertise and market to others using a billboard, radio, TV, etc. But in the mid 90's, things changed with the invention and discovery of... the internet! Businesses began to build out websites, and early search tools like *Infoseek* and *Alta Vista* made it easier for internet users to find and

2 Color Fire. "What Marketing Looked like in the 50s & 60s." Color Fire, 9 Apr. 2020, <https://www.colorfire.com/marketing-50s-60s/>.

3 Kashtan, Megan. "A History of Marketing: The 80s." Leadership Connect, Leadership Connect, 29 Sept. 2020, <https://www.leadershipconnect.io/business/2020/09/29/a-history-of-marketing-the-80s/>.

browse millions of websites published on the internet. Chain emails started to become popular as information spread quickly.⁴

5. The 2000's brought immense growth and change with the internet, Apple, new technology, and social media. But starting in 2010, things really began to change and mold into where we are today — influencer marketing. With over 4.62 billion people on social media, influencer marketing rules social media with brand collaborations, live videos, and promotions.⁵

4 Author: Kaleigh Moore Follow @kaleighf Kaleigh Moore owns two small business including an online jewelry store and a copywriting and social media services company. When she's not writing on EnMast.com's business owner blog, et al. "Content Marketing in the 90s: What Was It like?" Business 2 Community, 22 Aug. 2017, <https://www.business-2community.com/content-marketing-tips/content-marketing-90s-like-01903791>.

5 Nicastro, Dom. "10 Trends That Shaped Digital Marketing in the 2010s." CMSWire.com, CMSWire.com, 10 Jan. 2020,

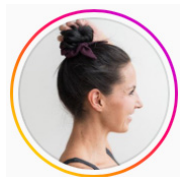
While influencer marketing has been around since the beginning of time, it's changed with the rollout of social media. Influencer marketing is simply using "influencers" who have large social media followings to promote your brand. Using videos, pictures, and story features, brands no longer pay for "screen time" to market to a large TV audience; they pay influencers whose audience matches their demographic to do the marketing for them.

To really understand influencers better, we asked 7 different social media influencers about their media consumption and brand collaborations so that when you need to work with an influencer, you will be a master.

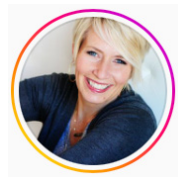
<https://www.cmswire.com/digital-marketing/10-trends-that-shaped-digital-marketing-in-the-2010s/>.

The influencers that we reached out to are:

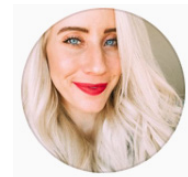
If the Cookie Fits:
31.4k Instagram



Heidi Swapp:
203K Instagram



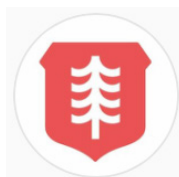
Abby L Hoskins:
302K Instagram



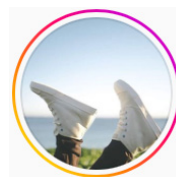
Cake by Courtney:
498K Instagram



Brave the Woods:
19.6K YouTube
18.1K Instagram



Bangs shoes:
253K Instagram
18.1K TikTok



The Jurgys:
37.1K Instagram
233K Youtube



1. What platform of social media do you use most?

When asking our influencers what platform of social media they use most, all of them answered Instagram. What was interesting was that our influencer, The Jurgys, reported that while they use Instagram daily, they post on YouTube weekly and have a larger following on their YouTube platform. “We are constantly trying to increase our Instagram following, but we took off on YouTube before Instagram, so

most of our audience lives there.”

Courtney from @cakebycourtney reported, “I have almost 500,000 followers on Instagram, but I’ve been trying to get a TikTok following going. I’m almost to 8,000 followers, but I am surprised that I am not growing as fast as I am on Instagram. I’ve decided to stick to Instagram and focus on that as my main influencer account.”

2. What type of content do you like to create when collaborating with other brands?

CREATIVE COLLABORATIONS! All 7 of the influencers that we talked to reported that they love doing collaborations. When the brand allows them to be in control of what content they post and have liberty to creative ideas, they pick those collaborations over others.

Becca from @ifthecookiefits said, “I did collaborations with a bunch of fitness accounts where they gave me the products and I got to advertise them however I wanted. I had my girls jump into some of the reels, posts, and stories. I will always promote those brands over ones with a million rules because I still get to be myself while advertising something I like.”

3. Where have you seen the most success when marketing on social media?

Bryce from @thejurgys said, “Success comes when you dedicate your time and efforts. If you only focus on one platform and you’re consistent, you will have success. It also shows you that success comes in different forms. If you only have 30,000 followers on one platform but 250,000 on another, such as ours, success on our Instagram looks different than success on our YouTube.”

All 7 influencers answered that success has come from using Instagram, but Hannah from @BANGSshoes reported, “We’ve been on Instagram the longest, so we see most of our conversions from there, but we are posting consistently on TikTok with more trendy videos and outfits of the day trying to bring brand awareness.”

4. Where do you see the future of influencer marketing heading?

For Heidi, from @heidiswapp, she sees the future of influencer marketing as “taking over what marketing used to be.” Heidi owns her own scrapbook and craft line, selling products all across America in stores such as Michaels, Hobby Lobby, and Joanns. Not only does she do collaborations with other brands, but she also sends her products to

others to be marketed. She reported, “I have had a lot of success simply sending products and paying other influencers to market my products for me — no more ads on the internet or flyers in the mail.” All of the influencers agreed that influencer marketing is a smart way to spend less and help give people the opportunity to make money.

5. What makes you say “yes” to a collaboration?

This is such a good question because for some influencers, social media is their full time job. Abby from @abbylhoskins stated, “I started my account because I wanted to share hair tips and tricks with all my friends, but it quickly grew and became something much bigger than just hair. When a brand asks to collaborate, they have to be paying me. I have passed the point of collaborating for some free stuff. I have six kids, and while my husband works, the money I make off of my account goes to family trips, house renovations/add-ons, and new gear for social media.” Abby is well established on Instagram with over 300K followers, so she has the freedom to really pick what collaborations she wants to do.

On the other hand, Brad from @bravethewoods said, “Free stuff??? sweeeet! Depending on the brand, I’ll push for a sum of money, but if it’s a brand that I already know and love, I’ll take the item, zero questions asked! Most of my collaborations are done on YouTube, where I make money off the videos, so it’s still worth my time.”

What do you think? Is there one specific way we should market and collaborate with influencers? To help you successfully collaborate with influencers, we’ve created a list of 10 elements you need to know and understand to show influencers that you mean business.



10 Elements you need to know to have successful collaborations

1. **Set expectations** - While you are asking an influencer to be creative and promote your brand, you still need to give them expectations of what you expect from them. Will they have to include specific hashtags such as #ad or #influencer in their posts?
2. **Give them a specific number** - Tell your influencer how many pieces of content you expect to receive from your collaboration. Focus on 2–5 high-quality content pieces rather than 10+ low-quality content pieces.
3. **Decide where to promote** - Talk about what channels you want to post on and discuss the timeline for posting the pieces of content.
4. **Establish content usage rights** - Don't limit the amount of time you get access to your collaborated content. Ensure that you have some right to the content so that you can use it 2-3 years down the road.
5. **Establish a well planned timeline** - Create a calendar together that shows a timeline from a proposal meeting to a closing meeting together. Within the timeline, make sure to add contract signing dates and payment dates so that your influencer knows you will pay them on X date.
6. **Negotiate** - While some influencers might not take to negotiations, expect to pay for their time and talent to create content for you but understand that you might need to negotiate so that it benefits both parties.
7. **Share your brand guide with the influencer** - One thing that will help your influencer to create content is to share your brand guide. This clarifies what they can and cannot share and ensures that you are reaching your target audience within theirs. If an influencer's audience is not your audience, find a different influencer.

8. **Give them specific creative direction** - When you first meet with your influencer, have a specific idea in mind. No one wants to waste their time creating content that you won't like. Of course, allow them to be creative, but ensure that once again, you have expectations for their content.
9. **Create a connection** - Spending time to find an influencer, explaining your thoughts, creating content, and collaborating should result in both a happy influencer and a happy brand. Make sure that you leave your collaboration on good terms so that you can use it again in the future.
10. **Send a contract** - Most influencers will ask for a contract, but make sure that you have a contract written up with your terms and conditions to ensure you receive your content pieces and that your influencers are paid fairly.



Conclusion Peace out!



After learning about trendy Gen Z slang, Millennial social media preferences, Boomer digital habits and more, we hope you will use this information in your marketing strategy. This ebook is a resource for social media marketers to better understand different generations and how to target them in brand content.

Like we said in the forward, don't forget these 3 essential tips to ensure success as you take on social media marketing.

1. Every generation is different - Don't ever tell Gen Z that "you love that for them" or that they need a "vibe check."
2. Use the right platform - Go where your customers are. There's no sense in spending time and money marketing to an audience that doesn't use TikTok.
3. Keep your audience in mind when choosing an influencer to collaborate with - Be prepared to pitch your ideas and have a formal meeting with them.

If we left you asking, 'what's next?' we encourage you to keep up with our blog and follow our social media channels listed below.

Follow along:

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Influencer Interviews

This section is all of the answers from the interviews conducted with the influencers above.

@ifthecookiefits 31.4k Instagram

1. What platform of social media do you use most?

Instagram

2. What type of content do you like to create when collaborating with other brands?

I did collaborations with a bunch of fitness accounts where they gave me the products and I got to advertise them however I wanted. I had my girls jump into some of the reels, posts, and stories. I will always promote those brands over ones with a million rules because I still get to be myself while advertising something I like.

3. Where have you seen the most success when marketing on social media?

I see the most success reaching people doing giveaways! I love reaching out to brands and creating gifts for people that could really benefit from a giveaway. It also brings a ton of new people to my page.

4. Where do you see the future of influencer marketing heading?

I see it heading to be a huge increase of influencers and we will have to really fight to reach our followers. Overtime, I see it “calming down” but right now it feels like social media is chaos.

5. What makes you say “yes” to a collaboration?

I say yes when I get to be me. Like I said with the earlier question, I will always promote those brands over ones with a million rules because I still get to be myself while advertising something I like.

@thejurgys 37.1K Instagram - 233K Youtube

1. What platform of social media do you use most?

Instagram and YouTube!

2. What type of content do you like to create when collaborating with other brands?

We really like collaborating with brands who just want images. Taking time to edit videos takes time and money where a photo can be planned, edited and sent over or posted immediately. Since we do a lot of sponsored videos, it is really easy for us to take 30 seconds of our YouTube videos and shout out the brand sponsoring us.

3. Where have you seen the most success when marketing on social media?

We took off really quickly on YouTube and grew on Instagram, but now we feel like we’ve plateaued on Instagram. For us, YouTube is our most successful platform when it comes to reaching lots of people. Success comes when you dedicate your time and efforts. If you only focus on one platform and you’re consistent, you will have success. It also shows you that success comes in different forms. If you only have 30,000 followers on one platform but 250,000 on another, such as ours, success on our Instagram looks different than success on our YouTube.

4. Where do you see the future of influencer marketing heading?

I see the future of influencer marketing heading towards a complete merge of digital marketing. With people working from home and businesses growing rapidly, digital marketing is more effective than traditional marketing.

5. What makes you say “yes” to a collaboration?

For us, our full time job is social media. For us to accept a collaboration we have to be making some amount of money or we aren't able to support our families. We look for bigger collaborations that last for months or even years so that we have steady income. The brand has to align with our values otherwise we won't accept the collaboration.

@bravethewoods 18.1K Instagram 19.6K YouTube

1. What platform of social media do you use most?

Instagram

2. What type of content do you like to create when collaborating with other brands?

Video! It's so easy for people to watch a 30 video and visually see what we are trying to tell people. We can also repurpose videos that we've used in the past for social media collaborations which makes it easy on my end.

3. Where have you seen the most success when marketing on social media?

We have seen so much success by doing Instagram live with other artists showing how to do certain art tutorials. We also have seen a lot of success on YouTube. People really like drawing tutorials and equipment reviews.

4. Where do you see the future of influencer marketing heading?

As a small business, we bring a lot of new clients to our illustration company by using social media. For us, it's free marketing which we really love to be able to use. I think that more and more people will use social media as a search engine such as google.

5. What makes you say “yes” to a collaboration?

“Free stuff??? sweeeet! Depending on the brand, I'll push for a sum of money, but if it's a brand that I already know and love, I'll take the item, zero questions asked! Most of my collaborations are done on YouTube, where I make money off the videos, so it's still worth my time.”

@heidiswapp 204K Instagram

1. What platform of social media do you use most?

Instagram

2. What type of content do you like to create when collaborating with other brands?

Photos! It's so easy for me to capture an image and it doesn't take up a lot of time. I also really like stories since it once again takes 0 seconds to document and post.

3. Where have you seen the most success when marketing on social media?

I have had a lot of success simply sending products and paying other influencers to market my products for me — no more ads on the internet or flyers in the mail. While my success is different from an “influencer”, I have to really sell my own products versus selling other people's products.

4. Where do you see the future of influencer marketing heading?

I see the future of influencer marketing heading towards all virtual marketing and direct sales. It seems so silly to send flyers in the mail and spend money on printing.

5. What makes you say “yes” to a collaboration?

I will always say yes if it's someone that I know and care about. While my brand is mainly my own products, I lean more towards collaborations of items that I use regardless of if they are paying me for the items. I tend to say no to a collaboration if it's going to take a lot of time and there are a lot of rules.

@cakebycourtney 498K Instagram

1. What platform of social media do you use most?

I usually set up a collaboration in my stories - bring it up as naturally as possible and then will create video or static content for my page. I have almost 500,000 followers on Instagram, but I've been trying to get a TikTok following going. I'm almost to 8,000 followers, but I am surprised that I am not growing as fast as I am on Instagram. I've decided to stick to Instagram and focus on that as my main influencer account.

2. What type of content do you like to create when collaborating with other brands?

Reels, it's so easy and they perform very well.

3. Where have you seen the most success when marketing on social media?

To reach new accounts, reels. To reach my current audience, regular posts.

4. Where do you see the future of influencer marketing heading?

I think more and more brands will use it and target micro influencers. I hope brands get smarter and partner with influencers who match their brand's niche and messaging.

5. What makes you say "yes" to a collaboration?

When the brand matches my audience.

@twistmepretty 302K

1. What platform of social media do you use most?

Instagram and TikTok

2. What type of content do you like to create when collaborating with other brands?

Reels! I can get my husband and kids involved and we really turn these collaborations into something fun to do together.

3. Where have you seen the most success when marketing on social media?

Instagram! My audience is very good at being loyal to me on Instagram so that is where my content lives. Success for me comes from being consistent and posting on my stories. People really like seeing my face and seeing what my real life actually looks like.

4. Where do you see the future of influencer marketing heading?

I see the future of influencer marketing heading towards digital marketing and influencer suggestions. People are so quick to purchase items when they are recommended by someone on the internet. Somehow strangers trust each other and that is where I see influencer marketing heading.

5. What makes you say "yes" to a collaboration?

I started my account because I wanted to share hair tips and tricks with all my friends, but it quickly grew and became something much bigger than just hair. When a brand asks to collaborate, they have to be paying me. I have passed the point of collaborating for some free stuff. I have six kids, and while my husband works, the money I make off of my account goes to family trips, house renovations/add-ons, and new gear for social media.

@bangsshoes 253K Instagram - 18.1K Tiktok

1. What platform of social media do you use most?

TikTok and Instagram!

2. What type of content do you like to create when collaborating with other brands?

Videos and still images! It allows me to be creative and create content that I personally think brands will like to see.

3. Where have you seen the most success when marketing on social media?

Instagram and TikTok. Being consistent is super important since people want to become loyal and we as a business want that loyal customer base too. We've been on Instagram the longest, so we see most of our conversions from there, but we are posting consistently on TikTok with more trendy videos and outfits of the day trying to bring brand awareness.

4. Where do you see the future of influencer marketing heading?

I think it will continue to be difficult for businesses to measure successful Influencer partnerships but I don't see the influencer marketing space really going anywhere. I think influencer marketing will stay important for (at least) the next 5-10 years.

5. What makes you say "yes" to a collaboration?

Aligned branding, high follower count and good engagement. If a company has a really high follower count but they have very low engagement, I will still pass since it doesn't benefit me.

We hope you enjoyed this ebook.

Thank you!